

What is claimed is:

1. A service cartridge for positioning in a filter housing; the service cartridge comprising:
  - (a) filter media having first and second ends and positioned around a central open area;
  - (b) a first end cap secured to the first end of the filter media; and,
  - (c) a treatment agent storage and release cartridge secured to the second end of the media;
    - (i) the treatment agent storage and release cartridge having a ring configuration defining an inside wall defining a central flow conduit in liquid flow communication with the central open area defined by the filter media;
    - (A) the inside wall having no diffusion apertures therethrough; and,
  - (d) a housing seal arrangement.
2. A filter cartridge according to claim 1 wherein:
  - (a) the housing seal arrangement comprises a radial seal positioned on the treatment agent storage and release cartridge.
3. A filter cartridge according to claim 2 wherein:
  - (a) the treatment agent storage and release cartridge includes a diffusion aperture arrangement on an upstream side of the housing seal arrangement.
4. A filter cartridge according to claim 3 wherein:
  - (a) the treatment agent storage and release cartridge comprises a cup having a cover;
    - (i) the filter media being potted to the cover.
5. A filter cartridge according to claim 4 including:
  - (a) a mounting prong arrangement projecting axially outwardly from the first end cap.

6. A filter cartridge according to claim 5 wherein:
  - (a) the media is pleated media.
7. A filter cartridge according to claim 6 wherein:
  - (a) the cartridge includes no cylindrical media support liner.
8. A filter cartridge according to claim 7 wherein:
  - (a) an axial length ratio of the filter media to the treatment agent storage and release cartridge is at least 1.5.
9. A filter cartridge according to claim 7 wherein:
  - (a) an axial length ratio of the filter media to the treatment agent storage and release cartridge is at least 2.0.
10. A filter cartridge according to claim 9 wherein:
  - (a) the axial length ratio of the filter media to the treatment agent storage and release cartridge is within the range of 2.2 to 3.0.
11. A filter cartridge according to claim 10 wherein:
  - (a) the first end cap is a closed end cap.
12. A filter assembly comprising:
  - (a) a housing comprising a bottom portion and a top cover;
    - (i) the bottom portion having a sidewall and a base;
      - (A) the base including a liquid flow inlet and a liquid flow outlet; and,
      - (B) the sidewall defining a housing interior; and,
  - (b) a service cartridge according to claim 1 operably positioned within the housing.
13. A filter assembly according to claim 12 wherein:
  - (a) the housing includes a central standpipe; and,
  - (b) the service cartridge is sealed to the standpipe.

14. A filter assembly according to claim 13 wherein:
  - (a) the service cartridge is according to claim 5;
    - (i) the prong arrangement releaseably securing the service cartridge to the top cover.
15. A filter assembly according to claim 14 wherein:
  - (a) the service cartridge is according to claim 7.
16. A filter assembly according to claim 15 wherein:
  - (a) the service cartridge is according to claim 10.
17. A filter assembly according to claim 16 wherein:
  - (a) the service cartridge is according to claim 11.